



Lisa Ford Program Descriptions

Customer Loyalty

Customers as Partners: Build Loyalty and Repeat Business

Customer retention must be a key strategy for your business. Keeping customers means increased profits. This session is about creating partnerships to get customers to love you and to continue to choose you. People will learn why retention is smart business by determining the cost of losing a customer and how to find out why customers leave or love you. Lisa will share strategies on how to build partnerships, create complaint handling systems so you can capture customer complaints, build recover skills, and how to use guarantees to add value. Other ideas include how to empower employees and align the entire organization to focus on retention. This session is packed with tools and examples of what companies are doing to keep their customers.